

# IT POLICY LETTER

SUBJECT:  <b>SOCIAL MEDIA.</b>	NUMBER:  <b>ITPL 09-XX</b>
	DATE ISSUED:  MM DD, YYYY
	EXPIRES:  Until Rescinded
REFERENCES: GOVERNOR'S REORGANIZATION PLAN #1 of 2009 GOVERNMENT CODE SECTION 11545 et seq	ISSUING AGENCY:  OFFICE OF THE STATE CHIEF INFORMATION OFFICER

## DISTRIBUTION

Agency Secretaries  
Agency Chief Information Officers  
Department Directors  
Department Chief Information Officers  
Department Information Security Officers

## PURPOSE

The purpose of this Information Technology Policy Letter (ITPL) is to:

- announce social media security standards and practices;
- announce requirements for information technology administrators and management personnel responsible for the technical aspects of Internet connections into agencies;
- announce responsibilities for agency<sup>1</sup> heads and program managers related to risk management aspects of enabling network connections to, and the managed use of, social media websites.

## BACKGROUND

Agencies have been encouraged to use social media technologies to engage their customers. Many state entities, including the Governor, have used these communication channels with great success but as with most technologies, there is a measure of risk that must be addressed and mitigated.

## POLICY

Agency heads shall:

- maximize the use of the government sections of social media sites.
- ensure that only authorized users who have been trained regarding their roles and responsibilities, security risks, and the requirements included in this policy have access to social media sites.

<sup>1</sup> When capitalized, the term "Agency" refers to one of the state's super agencies such as the State and Consumer Services Agency or the Health and Human Services Agency. When used in lower case, the term "agency" refers to any office, department, board, bureau, commission or other organizational entity within state government. Within this ITPL, "agency" and "department" are used interchangeably.

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- assign the responsibility for management and monitoring of social media sites to the individual or entity responsible and authorized for outward-facing communications for the agency. This individual or entity shall comply with the agency management requirements and the Social Media Standards as described in the State Information Management Manual Section 85 A.  
([http://www.cio.ca.gov/Government/IT\\_Policy/SIMM.html](http://www.cio.ca.gov/Government/IT_Policy/SIMM.html))

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## APPLICABILITY

This policy applies to all Users who access social media sites on the Internet from a state information asset, Users who officially speak on behalf of any agency or the State, or Users who may be perceived as speaking on behalf of any agency or the State on social media websites or in on-line forums.

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## DEFINITIONS

**Social Media** - also referred to as Social Networking and Web 2.0 technologies, are those which allow users to collaborate and share information over the Internet with a network of other social users or the community as a whole (such as FaceBook, YouTube, Twitter, MySpace, LinkedIn, Digg, Flickr, etc.)

**User** - any individual who uses state information assets to view, process, or otherwise interact with such information asset.

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## CONTACT

Questions concerning this policy should be directed to the California Office of Information Security at 916-445-5239 or [security@state.ca.gov](mailto:security@state.ca.gov).

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## SIGNATURE

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Teri Takai,  
Chief Information Officer  
State of California

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